

## CLAIMS:

1. A method of addressing and/or activating at least one user (40) that is associated with at least one serial data bus (10), in particular a C[ontroller] A[rea] N[etwork] bus, and is intended to carry out at least one application, characterized in that, in the event of at least one incoming message occurring on the data bus (10), at least one protocol controller unit (42) associated with the user (40) is supplied with voltage first.  
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2. A method as claimed in claim 1, characterized
  - in that the protocol controller unit (42) is addressed by the incoming message,
  - in that the incoming message is compared with at least one reference message  
10 that is associated with the application and is stored in the protocol controller unit (42).
  - in that if there is a correspondence and/or match between the incoming message and the reference message, at least one acknowledgement goes to at least one transceiver unit (34) connected upstream of the user (40), and
  - in that the application, particularly at least one application controller unit (44)  
15 associated with the user (40), is activated by the transceiver unit (34).
3. A method as claimed in claim 1 or 2, characterized in that the application, particularly the application controller unit (44), is only supplied with voltage if the incoming message and the reference message correspond and/or match.  
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4. A transceiver unit (34) for carrying out a method as claimed in any of claims 1 to 3, characterized in that the transceiver unit (34)
  - is connected to the data bus (10),
  - is in communication (52, 54) with the protocol controller unit (42), and  
25 - is in communication (70) with the application controller unit (44).
5. A transceiver unit as claimed in claim 4, characterized by at least one set of control logic that is associated with the transceiver unit (34) and/or is implemented in the transceiver unit (34)

6. A first voltage regulator (32) that is connected to at least one battery unit (20) and that is in communication (92, 94) with at least one transceiver unit (34), in particular a transceiver unit (34) as claimed in claim 4 or 5, for supplying at least one protocol controller unit (42) which is associated with at least one user (40) provided for carrying out at least one application, with voltage in the event of at least one incoming message that occurs on at least one serial databus (10), in particular on at least one C[ontroller]A[rea]N[etwork] bus.

7. A second voltage regulator (36) which is connected to at least one battery unit (20) and which is in communication (96) with at least one transceiver unit (34), in particular a transceiver unit (34) as claimed in claim 4 or 5, which second voltage regulator is intended to supply voltage to at least one application controller unit (44), which is associated with at least one user (40) provided for carrying out at least one application, in the event of a correspondence and/or match between at least one incoming message that occurs on at least one serial data bus (10), in particular on at least one C[ontroller]A[rea]N[etwork] bus, and at least one reference message stored in at least one protocol controller unit (42) and associated with the application.

8. A chip unit (30), particularly a system chip unit, for addressing and/or activating at least one user (40) that is associated with at least one data bus (10), in particular at least one C[ontroller] A[rea] N[etwork] bus, and is intended to carry out at least one application, characterized by

- at least one transceiver unit (34) as claimed in claim 4 or 5,
- at least one first voltage regulator (32) as claimed in claim 6, and
- at least one second voltage regulator (36) as claimed in claim 7.

9. A protocol controller unit (42) for comparing at least one incoming message which occurs on at least one serial data bus (10), in particular on at least one C[ontroller] A[rea] N[etwork] bus, with at least one stored reference message which is associated with at least one application to be carried out by at least one user (40), in particular by means of at least one message comparator and/or message filter, characterized in that in the event of one or more incoming messages, the protocol controller unit (42) must be first supplied with a voltage.

10. A protocol controller unit (42) as claimed in claim 9, characterized by at least one timing generator, in particular a quartz unit, which enables the protocol controller unit (42) to have timing of its own, in particular quartz timing.

5 11. An application controller unit (44) which is to be supplied with voltage only in the event of a correspondence and/or match between at least one incoming message that occurs on at least one serial data bus (10), in particular on at least one C[ontroller] A[rea] N[etwork] bus, and at least one stored reference message associated with at least one application to be carried out by at least one user (40).

10 12. An application controller unit (44) as claimed in claim 11, characterized in that the application controller unit (44) may be activated by at least one transceiver unit (34), in particular a transceiver unit as claimed in claim 4 or 5.

15 13. A user (40) which is provided to carry out at least one application and which is associated with at least one serial data bus (10), in particular at least one C[ontroller] A[rea] N[etwork] bus, characterized by

- at least one protocol controller unit (42) as claimed in claim 9 or 10, and
- at least one application controller unit (44) as claimed in claim 11 or 12.

20 14. A system (100), characterized by

- at least one chip unit (30) as claimed in claim 8, and
- at least one user (40) as claimed in claim 13,

said chip unit (30) and said user (40) being in communication (52, 54; 62; 70; 82, 84) with

25 one another.

15. Use of a method as claimed in any of claims 1 to 3 and/or of at least one chip unit (30) as claimed in claim 8 for addressing and/or activating at least one user (40), as claimed in claim 13, that is associated with at least one data bus (10), in particular at least one

30 C[ontroller] A[rea] N[etwork] bus, and is intended to carry out at least one application in automobile electronics, in particular in the electronics of motor vehicles.